



Le Montefiore's new lobby is beautiful and welcoming, says leasing agent Esther Cohen. "People can't believe it's the same place." ARTIST'S RENDERING COURTESY OF JADCO CONSTRUCTION

LE MONTEFIORE

Former high-end seniors' residence is being converted into 94 rental units ranging from studio to penthouse apartments

JOEL CEAUSU

It's no surprise that Jadco Construction purchased the venerable Manoir Montefiore in Côte-St-Luc with an eye to breathing new life into it, and into the intersection at the epicentre of the west end municipality.

With the second phase of Jadco's wildly popular all-inclusive rental concept Equinoxe Marc

Chagal nearing completion, the former seniors' residence was the perfect property to introduce another rental option in the neighbourhood.

"Côte-St-Luc is a hot market," said Jadco vice-president Carole Doudak, walking through the sumptuous renovated lobby of the building which for decades served as a high-end seniors' residence. Completely stripped and rebuilt

from the inside out, the building's original 132 apartments were converted into 94 units in a variety of layouts and maximizing space, including innovative takes on studio apartments for the perfect first rental for young tenants, and larger two-bedroom units with enormous walk-in closets and stunning bay windows.

One of the first things to strike you when you exit an elevator is the space. The hallways are large and airy. There's no cramped feeling. "That's the beauty of transforming an older building," Doudak said. "Today, builders seek to maximize their square footage and you wouldn't end up with corridors this wide and comfortable and with an open feeling like this."

On 10 storeys, Le Montefiore offers a wide array of options, from a 600-square-foot studio starting at \$1,150 per month to 1,600-square-foot penthouses at \$2,380 per month.

"We have confidence in the local market," said Doudak, adding that the building was purchased two years ago, and work began last year to completely transform it. "Everything from replacing the brick anchoring and insulation to interior walls, plumbing and electric." Jadco spent \$15 million revitalizing the building and bringing more than 86,000 square feet of new living space to the local rental stock.

All units come equipped with six stainless-steel appliances and rents include hot water. Parking



Le Montefiore's interior has been completely stripped and rebuilt; only the exterior of what was once the Manoir Montefiore remains the same. JOEL CEAUSU PHOTO, SPECIAL TO THE GAZETTE

is available but was a challenge for the builder, because as a seniors' home it had never needed to accommodate nearly as many vehicles as a new rental building would today. Instead, Jadco converted half of the ground floor, formerly the common dining room, into a second interior garage. The building now offers more than 100 interior and exterior parking spaces available at \$95 and \$50 per month, respectively.

The building is equipped with security cameras, a live-in concierge and electronic access. At the corner of Cavendish Boulevard and Kildare Road, "the location is second to none in this part of town," said leasing agent Esther Cohen, adding that the reaction was dramatic when the rental office first opened.

"People could not believe it. I have renters coming here, walking in the building and reminiscing how they visited their grandparents in the building, and they can't believe how gorgeous the building is now. The location, the feel, it's all there — and they are so happy to still be living in Côte-St-Luc, especially here in this building."

The concept is not the same as Jadco's all-inclusive Equinoxe project around the corner with a larger list of included amenities; instead, Le Montefiore sits a few blocks west in the heart of Côte-St-Luc, and boasts a lounge, party room, and outdoor terrace with barbecue. The building will be pet-friendly. Steps from city hall, across the street from the iconic Quartier Cavendish mall and what is widely regarded as one of the best public libraries in Quebec, the Eleanor London Public Library, all the amenities anybody could want "are right here at their doorstep," said Cohen.

Le Montefiore is approximately 60 per cent rented and tenants are scheduled to take occupancy June 1. A current promotion is offering one month rent-free on a 12-month lease and two months free on a 24-month lease by way of a cash rebate.

Doudak said the experience of taking something special and making it new again was transformative, and that the reception to it says a lot about the Côte-St-Luc community, a.k.a. "the Luc." "This," she said, "is the new Luc."



Leasing agent Esther Cohen (at left), in the newly renovated lobby with Jadco vice-president Carole Doudak (centre) and Le Montefiore manager Oren Elbaz. JOEL CEAUSU PHOTO, SPECIAL TO THE GAZETTE

Two-storey vertical open space adds light upstairs

ARCHITECTURE FROM EL

"We took advantage of that to create openings in the rooms that give onto the space, in the bathroom and master bedroom," Natalie Dionne said.

"When you're seated downstairs you can see the openings upstairs, so we integrated blinds for a little

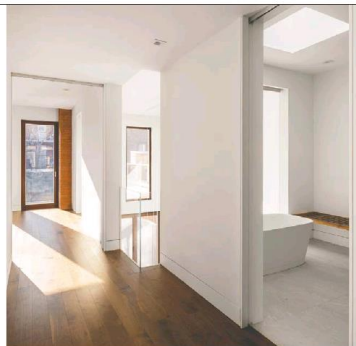
intimacy. It creates a really nice play of light during the day, and in the evening as well. It makes the open space very animated."

The modern house's white walls contrast with the brick, concrete and wood surfaces while the dark shades of the walnut flooring and furnishings, as well as the texture of the chimney, add warmth to the

space. "The choice of wood was very deliberate in that it's in the same tone as the brick.

"All of the flooring upstairs is made of walnut, as well as the staircase and cabinetry. The windows are made of mahogany. It's all very tone-on-tone," said Dionne.

"Even their cat is the same colour as the walnut!"



DETAILS ABOUT THE BRICK HOUSE

Completed: 2019

Size: 1,850 square feet

Materials used for facade: brick and mahogany, brick and polished concrete

Architect: Natalie Dionne Architecture

Design team: Natalie Dionne, Rosemarie Faillie-Faubert, Corinne Deleers and Martin Laneville

Contractor: P.A. Construction

Engineer: Donald Arsenault

Cabinetmaker: Segabo Design

About Natalie Dionne Architecture:

Known for its ability to transform dated interiors into vibrant living spaces, the firm has renovated, and built, many homes in Montreal's older neighbourhoods since its founding in 2000. The team's understanding of the city's fabric has led them to search for innovative solutions in all of their projects. Led by architect Natalie Dionne and her partner Martin Laneville, the firm's first significant work was its award-winning U-House, which it designed as a home/studio for itself.



The upstairs bathroom. The Brick House also has a powder room, on the main floor. RAPHAËL THIBODEAU PHOTOS, COURTESY OF NATHALIE DIONNE ARCHITECTURE